

For Six Month Period Ending 4/30/08
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant Geoffrey Weill Assoc. (b) Registration No. 5773

(c) Business Address(es) of Registrant
27 West 24th St (Suite 302)
New York, NY 10010

2. Has there been a change in the information previously furnished in connection with the following:

- (a) If an individual:
- | | | |
|---------------------------|------------------------------|--|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (b) If an organization:
- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.

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IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☐

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☐

If yes, furnish the following information:

Name	Position	Date connection ended
------	----------	-----------------------

- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period? Yes ☐ No ☐

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
------	----------------------	-------------	----------	-----------------

5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal? Yes ☐ No ☐

If yes, identify each such person and describe his service.

- (b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position or connection	Date terminated
------	------------------------	-----------------

- (c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
------	----------------------	-------------	----------	-----------------

6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement? Yes ☐ No ☐

If no, list names of persons who have not filed the required statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐

No ☒

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes ☐

No ☒

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

ISRAEL MINISTRY OF TOURISM

10. EXHIBITS A AND B

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A³

Yes ☐

No ☐

Exhibit B⁴

Yes ☐

No ☐

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period?

Yes ☐

No ☐

If yes, have you filed an amendment to these exhibits?

Yes ☐

No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

ISRAEL Ministry of Tourism
Public Relations

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☐ No ☒

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION

14. (a) RECEIPTS - MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶.

Date	From whom	Purpose	Amount
Monthly	ISRAEL MINISTRY OF TOURISM	Retainer Fee For PR	\$24,000.
			<u>\$ 144,000</u> Total

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
---------------------------	---------------	-------------------------------	---------

6, 7 A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

8 An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

9 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS - MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☐ No ☒

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

*Weill is paid for PR Activities And does not disburse Funds
in connection to that*

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
------	---------	---------	--------

Total

(b) DISBURSEMENTS – THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐No ☒

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
------	--------------------------	--------------------------------	-------------------

^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
 Yes ☒ No ☐

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

ISRAEL Ministry of Tourism

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

ISRAEL Ministry of Tourism pays us
 a monthly retainer of \$24,000.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- | | | | |
|--|---|---|--|
| <input checked="" type="checkbox"/> Radio or TV broadcasts | <input checked="" type="checkbox"/> Magazine or newspaper articles | <input type="checkbox"/> Motion picture films | <input checked="" type="checkbox"/> Letters or telegrams |
| <input type="checkbox"/> Advertising campaigns | <input checked="" type="checkbox"/> Press releases | <input checked="" type="checkbox"/> Pamphlets or other publications | <input checked="" type="checkbox"/> Lectures or speeches |
| <input checked="" type="checkbox"/> Internet | <input checked="" type="checkbox"/> Other (specify) <u>media events</u> | | |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- | | | |
|--|---|---|
| <input type="checkbox"/> Public officials | <input checked="" type="checkbox"/> Newspapers | <input type="checkbox"/> Libraries |
| <input type="checkbox"/> Legislators | <input checked="" type="checkbox"/> Editors | <input type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies | <input type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups |
| <input type="checkbox"/> Other (specify) | | |

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify)

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes ☒ No ☐

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

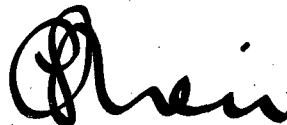
(Date of signature)

6/24/08

6/24/08

6/24/08

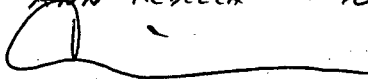
6/24/08

(Type or print name under each signature¹³)


GEOFFREY WEILL



ANN REBECCA LASCHEVER



ERIC GOLDBERG



MARK LIEBERMANN

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

UNITED STATES DEPARTMENT OF JUSTICE
FARA REGISTRATION UNIT
NATIONAL SECURITY DIVISION
WASHINGTON, D.C. 20530

NOTICE

Please answer the following questions and return this sheet in triplicate with your Supplemental Statement:

1. Is your answer to Item 16 of Section V (Informational Materials – page 8 of Form NSD-2, formerly Form CRM-154 Supplemental Statement):

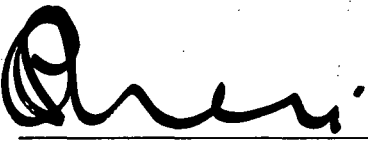
YES ✓ or NO _____

(If your answer to question 1 is "yes" do not answer question 2 of this form.)

2. Do you disseminate any material in connection with your registration:

YES _____ or NO _____

(If your answer to question 2 is "yes" please forward for our review copies of all material including: films, film catalogs, posters, brochures, press releases, etc. which you have disseminated during the past six months.)


Signature

6/24/08
Date

GEORGEY NEILL
Please type or print name of
Signatory on the line above

President
Title

2008 JUN 30 AM 9:57
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U.S. Department of Justice

National Security Division

Washington, DC 20530

THIS FORM IS TO BE AN OFFICIAL ATTACHMENT TO YOUR CURRENT SUPPLEMENTAL
STATEMENT - PLEASE EXECUTE IN TRIPLICATE

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

The Department records list active short-form registration statements for the following persons of your organization filed on the date indicated by each name. If a person is not still functioning in the same capacity directly on behalf of the foreign principal, please show the date of termination.

Short Form List for Registrant: Geoffrey Weill Associates

Last Name	First Name and Other Names	Registration Date	Termination Date	Role
Weill	Geoffrey	10/03/2006		
Laschever	Ann Rebecca	10/03/2006		
Goldberg	Eric	10/03/2006		
Liebermann	Mark	01/28/2008		

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U.S. Department of Justice

National Security Division

Washington, DC 20530

SECTION B

In addition to those persons listed in Section A, list below all current employees rendering services directly on behalf of the foreign principals(s) who have not filed short-form registration statements. (Do not list clerks, secretaries, typists or employees in a similar or related capacity). If there is some question as to whether an employee has an obligation to file a short-form, please address a letter to the Registration Unit describing the activities and connection with the foreign principal.

Name	Function	Date Hired
PAULA FRANKLIN	Account Executive	4/06

Signature: 

Date: 6/24/08

Title: PRESIDENT

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PHOTO RELEASE



New York - October 19, 2007: In a significant move towards reestablishing joint tourism campaigns to the region, the ministers of tourism for Israel and the Palestinian Authority met last week after a period of non-communication, says Arie Sommer, Israel Tourism Commissioner, North and South America. The Israel Minister of Tourism, Yitzhak Aharonovitch, is pictured (right), with Minister of Tourism and Antiquities of the Palestinian Authority, Dr. Khoulood Daibes, at a recent meeting at Jerusalem's King David Hotel.

For additional information on Israel, visit: www.goisrael.com.

Media contacts:

Mark Liebermann at WEILL

E-mail: mliebermann@geoffreyweill.com

Tel: (212) 288-1144

Gail Barzilay at the Israel Ministry of Tourism

E-mail: gailbarzilay@imot.org

Tel: (212) 499-5647

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PRESS RELEASE

DAVID BROZA AT MASADA: THE SUNRISE CONCERT TO AIR ON PBS NATIONWIDE THIS DECEMBER

Program Filmed at Ancient Fortress in Southern Israel Features Jackson Browne and Shawn Colvin

New York - November 21, 2007: International composer, guitarist and singer David Broza, joined by legendary rocker Jackson Browne and Grammy winner Shawn Colvin, performs his greatest hits in a sunrise concert staged at the ancient fortress of Masada in southern Israel. Broza begins the special from the Northern Palace with spectacular aerial footage that unveils the poetic beauty of Israel's landscape and concludes with the sun rising over the Jordan Valley and Dead Sea.

The concert, which is Broza's 14th sunrise concert at Masada, was filmed this year by Chicago PBS affiliate WTTW.

DAVID BROZA AT MASADA features material spanning Broza's distinguished 30-year career. In addition to Browne and Colvin, Palestinian artist Ebrahim Eid joins Broza to perform his international hit "In My Heart." The two are accompanied by the Neve Shalom/Wahat al-Salam Israeli-Palestinian School Choir.



Israeli composer, guitarist and singer Broza has garnered 16 gold, platinum and multi-platinum releases. He transcends national and artistic boundaries by singing in English, Hebrew and Spanish. With his flamenco-tinged, folk-rock melodies and keen talent for breathing musical life into poetry, Broza commands and captivates his audience's heart, mind and soul.

Singer, songwriter, instrumentalist and political activist Jackson Browne has written and performed several hit songs, including "Doctor My Eyes," "Take It Easy" (with the Eagles' Glenn Frey), "The Pretender," "These Eyes," "Here Come Those Tears Again," "Running on Empty" and numerous others. He was inducted into the Rock and Roll Hall of Fame in 2004.

Multiple Grammy winner Shawn Colvin has been working steadily in the music scene since the late 1970s, collaborating



with Suzanne Vega, Mary Chapin Carpenter, Bruce Hornsby and others. Her breakthrough success came with her Grammy-winning album *A Few Small Repairs* in 1996. She released her most recent CD, *These Four Walls*, last year.

Performing and filming at Masada necessitated transporting cameras, lighting and sound components from the UK and other parts of the world. The 60-man crew, gathered from Chicago, Australia, the United Kingdom and Tel Aviv, erected state-of-the-art master control studios on the top and at the base of the fortress.

The project was sponsored by the Israel Ministry of Tourism, along with HoMedics, Inc., The Jewish Agency, Ikea Israel, Israel Discount Bank, Ltd. (Matthew Bronfman), Hannan & Lisa Lis and Michael Steinhardt.

Check you local PBS programming listings for air time.

For additional information on Israel, visit: www.goisrael.com.

Media contacts:

Ann-Rebecca Laschever at WEILL
E-mail: arlaschever@geoffreyweill.com
Tel: 1-866-PR-WEILL

Gail Barzilay at the Israel Ministry of Tourism
E-mail: gailbarzilay@imot.org
Tel: (212) 499-5647

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PRESS RELEASE

ISRAEL'S "THE BIG DRAW" DESIGN CONTEST

New York, NY - November 27, 2007: Starting this week, the Israel Ministry of Tourism is inviting American children to help promote Israel's 60th Anniversary in 2008. The object is for kids to design an image for a postcard that the Israel Ministry of Tourism can use to invite people to visit the country during its 60th birthday year. The winning entry will be made into a postcard that will be distributed throughout the United States.

The design can be serious or funny, but it must be original. Children are asked to think about the qualities of Israel, what it means for the country to be 60 years old, and why people should visit Israel now. They should design a 6" x 9" card (vertical or horizontal) on plain white paper. Contestants can use crayon, ink, markers, paint, pastel, paper, paste-on items, cloth or any hand-applied media.



The winner and three runners-up will receive a prize package of goodies from Israel. The three second place winners will also be recognized in BABAGANEWZ magazine and on BabagaNewz.com.

This contest is open to students in grades 4 through 7. Entries must be received by 5 p.m. EST Friday, February 8, 2008. For more information, the official entry form and rules and regulations, visit www.babaganewz.com/thebigdraw.

Media contacts:

Gail Barzilay at the Israel Ministry of Tourism
E-mail: gailbarzilay@imot.org
Tel: 1-212-499-5647

Mark Liebermann at WEILL
E-mail: mliebermann@geoffreyweill.com
Tel: 1-866-PR-WEILL

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PRESS RELEASE

ISRAEL ENCOURAGES GREEN TRAVEL ON TWO WHEELS

EL AL and the Israel Bike Experience offer special bicycle package tours

2008 JUN 30 AM 9:58
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Jerusalem - November 28, 2007: With so much to see in a country of such compact size, Israel may just be the perfect place to hit the road (or off-road) by bike. And now, EL AL is partnering with the Israel Bike Experience to offer active and eco-conscious travelers to Israel weeklong bicycle packages for riders of all abilities.

Travelers can bring their bicycles on board the EL AL flight to Israel (for no extra charge), and then choose between 7-day bicycle tours on either a Northern Central route or a Southern Central route. With the Northern Central package, cyclists begin with a circular route through the hills of the Galilee, then through the Beit Keshet Forest to the city of Nazareth, on to Jerusalem and ending at the Dead Sea. On the Southern Central route, riders embark on a ride through the Negev Desert gorge, to the Dead Sea and Masada, and on to Jerusalem.

Along each route, riders are offered the option of a challenging off-road route for intermediate/advanced cyclists, a popular off-road route for intermediate cyclists, and an on-road route for beginners.

Package prices start at \$2,575 per person, and include roundtrip airfare on EL AL from New York (JFK/Newark), 7 nights accommodations based on double occupancy, daily touring and full board.

For more information about the package, visit



www.elal.co.il.

To book the EL AL Israel Bike Experience, call (800) EL-AL-SUN or any travel agent.
For information about other ways to travel "green" in Israel, visit www.goisrael.com

Media contacts:

Gail Barzilay at the Israel Ministry of Tourism

E-mail: gailbarzilay@imot.org

Tel: 1-212-499-5647

Sheryl Stein at EL AL

E-mail: sstein@elalusa.com

Tel: 1-212-852-0628

Mark Libermann at WEILL

E-mail: mlibermann@geoffreyweill.com

Tel: 1-866-PR-WEILL

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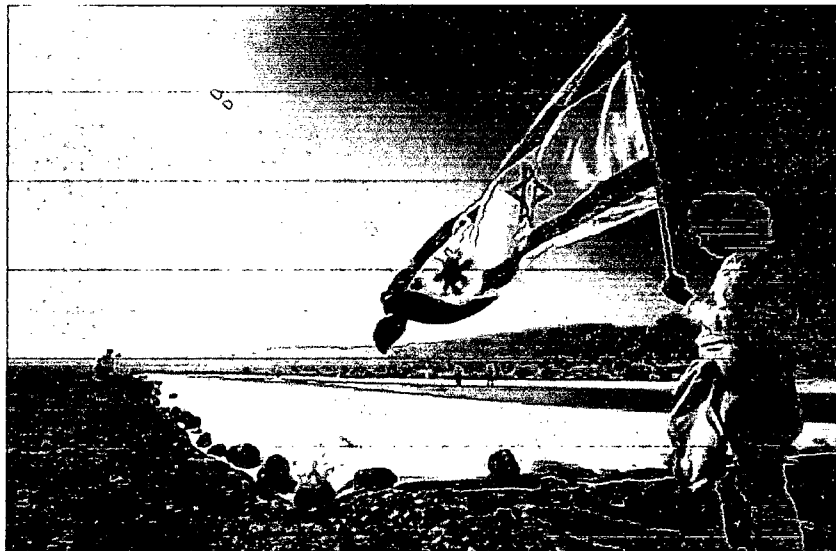
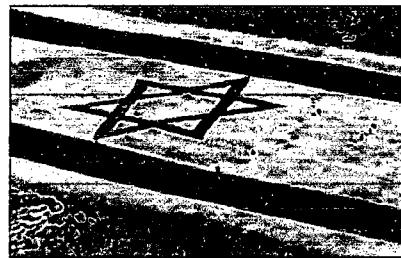
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PRESS RELEASE

GUINNESS BOOK OF WORLD RECORDS DECLARES ISRAEL'S NEW FLAG THE LARGEST IN THE WORLD



Jerusalem - December 20, 2007: Israel now has the largest flag in the world, according to the *Guinness Book of World Records*. Equal to the size of two football stadiums when laid out, the new flag was presented to Israel, along with another large flag of the Philippines, by Sister Grace Galindez-Gupana as a commemoration of 50 years of diplomacy between the two countries.

The Israel Ministry of Tourism and the Parks and Nature Authority will integrate the new flag into events planned for the 60th year of independence in 2008, as well as other major national events at some of the country's most important sites, including Masada.

For additional information on Israel, visit: www.goisrael.com.

Media contacts:

Mark Liebermann at WEILL

E-mail: mliebermann@geoffreyweill.com

Tel: 1-866-PR-WEILL

Gail Barzilay at the Israel Ministry of Tourism

E-mail: gailbarzilay@imot.org

Tel: (212) 499-5647

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PRESS RELEASE

ISRAEL MINISTRY OF TOURISM OPENS MIDWEST REGIONAL OFFICE IN CHICAGO

Chicago, Illinois - January 16, 2008: In the first month of a year that will mark the 60th anniversary of the founding of the State of Israel, the Israel Ministry of Tourism, North America, today announced the opening of its new Chicago office on January 22.

Headed by Uri Steinberg, Israel Tourism Consul and Director, Chicago Israel Government Tourism Office, the new office will provide a platform from which to promote tourism to Israel in the Midwest. The Chicago office will be located at:

205 North Michigan Avenue, Suite 2520
Chicago, IL 60601
312-803-7080

"We are very pleased to kick off this landmark year commemorating the 60th anniversary of Israel with the opening of our new Chicago office," says Consul Arie Sommer, Tourism Commissioner, North and South America. "A record 525,000 Americans traveled to Israel in 2007, and we are working towards doubling that number by 2010."

"We haven't even opened our doors yet, and we've already received a tremendous response," says Steinberg, "with so many people expressing a genuine interest in visiting Israel. It's wonderful to arrive in Chicago and discover that a visit to Israel is the dream of so many people in the Midwest."

For additional information on Israel, visit: www.goisrael.com.

Media contacts:

Mark Liebermann at WEILL

E-mail: mliebermann@geoffreyweill.com

Tel: 1-866-PR-WEILL

Cindy Iglitzen at IMOT, Midwest Region

E-mail: travelisrael@aol.com

Tel: 312-731-1082

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New York • Director: Michal Itzik • 212-499-5650

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PRESS RELEASE

2007 WAS BEST YEAR EVER FOR AMERICAN TOURISM TO ISRAEL

New York, January 18, 2008: More Americans visited Israel in 2007 than in any year since the modern State of Israel was founded in 1948, says Arie Sommer, Israel's Tourism Commissioner for North and South America.

"This is a wonderful way for us to start 2008 - the year in which we Israelis will celebrate the 60th anniversary of our country's independence," says Sommer, "and we expect the flow of visitors to continue to increase in the year ahead."

Some 25% of all tourists to Israel come from the United States, with more than a half million Americans visiting Israel in 2007. The previous record year was 1999. "The burgeoning tourism figures reflect a growing awareness amongst Americans," Sommer continued, "that Israel is a destination that is safe, and that is ideal for rewarding, inspiring and multi-faceted vacations."

In March 2008, Delta Airlines will add a second daily flight from the United States to Israel. Continental Airlines operates two daily flights from New York to Tel Aviv, El Al Israel Airlines offers as many as six daily flights between the U.S. and Israel, and Israel carrier, Israir, offers up to five weekly flights from JFK to Tel Aviv.

In the summer of 2007, the Israel Ministry of Tourism launched its largest ever advertising campaign. "This is a three-year effort to double tourism to Israel by 2010," says Sommer.

For additional information on Israel, visit: www.goisrael.com.

Media contacts:

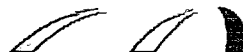
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E-mail: mliebermann@geoffreyweill.com
Tel: 1-866-PR-WEILL

Gail Barzilay at the Israel Ministry of Tourism
E-mail: gailbarzilay@imot.org
Tel: (212) 499-5647



The Jerusalem International Film Festival is held every July in Israel's capital.

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PRESS RELEASE

2007 WAS THE BEST YEAR EVER FOR CANADIAN TOURISM TO ISRAEL

Toronto, January 18, 2008:- More Canadians visited Israel in 2007 than in any year since the modern State of Israel was founded in 1948, says Oded Grofman, Consul for Tourism and Director of the Israel Government Tourist Office in Toronto.



"This is a wonderful way for us to start 2008 - the year in which we Israelis will celebrate the 60th anniversary of our country's independence," says Grofman, "and we expect the flow of visitors representing peoples of all walks of life, ethnic origin and religious persuasion to continue to increase in the year ahead, particularly as the growing strength of the Canadian dollar makes Israel more and more affordable for Canadian travelers."

Some 60,000 Canadians visited Israel in 2007, an increase of 16% over 2000, the previous record year.

For additional information on Israel, please visit: www.goisrael.com

Media contacts:

Paula Franklin

WEILL

E-mail: pfranklin@geoffreyweill.com

Tel: 1-866-PR-WEILL

Jerry Adler, Manager, Marketing & Public Relations

Israel Government Tourist Office - Canada

E-mail: info@igto.ca

Tel: 416.964.3784

Web: www.goisrael.ca

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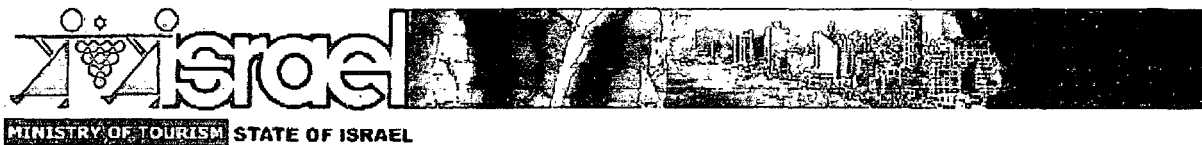
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PRESS RELEASE

ISRAEL CELEBRATES 60TH ANNIVERSARY AT THE NEW YORK TIMES TRAVEL SHOW

*The Israel Ministry of Tourism exhibits with EL AL Airlines,
Continental Airlines and Israel Tour Connection*

New York - February 29, 2008: In this landmark 60th anniversary year of its independence, Israel will be a major exhibitor at The New York Times Travel Show, taking place this weekend (February 29-March 2) at New York's Jacob K. Javits Center (655 West 34th Street at 11th Avenue).

The Israel Ministry of Tourism will exhibit at **Booth #323**, together with EL AL Airlines, Continental Airlines and the Israel Tour Connection, offering giveaways, promotional materials on travel to Israel and Israel tourism officials on-hand to answer travelers' questions.

Israel, which in 2007 launched its largest ever advertising campaign with the tagline, "You'll Love Israel from the First Shalom," and welcomed a record 542,000 visitors from the U.S., offers something for every traveler, including:

- Walking tours of Tel Aviv's Bauhaus district for architecture junkies
- Wine tasting in the Galilee and Golan Heights for oenophiles
- Sampling local delicacies in Jerusalem's Machane Yehuda market for food lovers
- World-famous scuba-diving at Eilat for sporty travelers

For more on the NY Times Travel Show, please visit: www.nytttravelshow.com. For additional information on Israel, visit: www.goisrael.com.

Media contacts:

Mark Liebermann at WEILL

E-mail: mliebermann@geoffreyweill.com

Tel: 1-866-PR-WEILL

Gail Barzilay at the Israel Ministry of Tourism

E-mail: gailbarzilay@imot.org

Tel: (212) 499-5647

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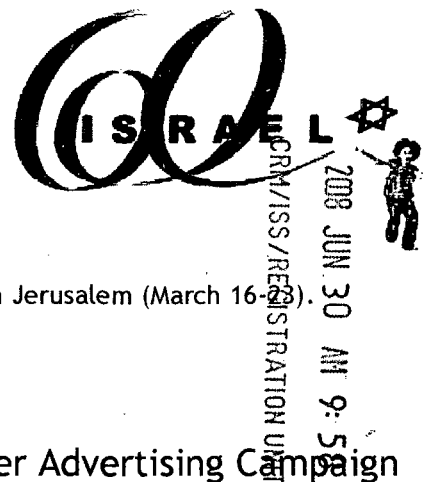
[More Boutique Hotel Rooms Opening in Tel Aviv](#)

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➔ Israel Celebrates 60th Anniversary

Leading up to the official celebrations of the 60th anniversary of independence on May 8, 2008, Israel continues to mark this momentous year with a series of arts, cultural, sporting and religious events, including the Eilat Spring Migration Festival (March 24-31) and Holy Week in Jerusalem (March 16-18).

www.goisrael.com



➔ Israel's Largest Ever Advertising Campaign Continues

The Israel Ministry of Tourism continues its largest ever advertising campaign, rolling out 60th anniversary advertisements in major US print publications and in TV spots in the major markets of New York City, Miami and Los Angeles. The ads feature real Israelis and their stories, along with the tagline "You'll Love Israel from the First Shalom."

www.goisrael.com



➔ 2007 Was the Best Year Ever for American Tourism to Israel

A record 525,000 American tourists traveled to Israel in 2007, more than in any year since the modern state of Israel was founded in

1948. American travelers, who make up approximately 25 percent of annual visitors to Israel, are expected to return in even greater numbers to Israel in 2008.

www.goisrael.com

Delta Launches Daily Service from New York to Tel Aviv

On March 10, Delta Airlines will officially launch its second daily flight from the US to Israel, with the inaugural departure of its new service from New York's John F. Kennedy to Tel Aviv's Ben Gurion Airport. Delta joins EL AL, Continental and Israir in offering daily service from New York to Israel.

www.delta.com

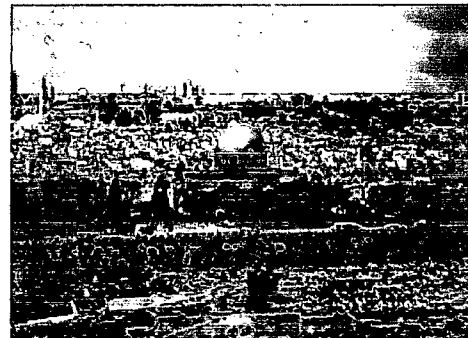
Tel Aviv Becomes World's Third Largest Sushi Market

With the opening of the city's 100th sushi restaurant in January, Tel Aviv officially became the third largest sushi market per capita in the world, behind only Tokyo and New York. Tel Aviv's first sushi restaurants opened in the early 1990s; since then, sushi eateries have constituted the city's fastest growing cuisine sector.

www.tel-aviv.gov.il

Jerusalem Tourism Launches MP3 Tours

For visitors to more than 80 sites throughout the city, the Jerusalem Tourism Authority now offers downloadable audio/video tours for use on MP3 players. Available in Hebrew and English, the guides include tours of Jaffa Street, Mount of Olives, the Jewish Quarter, the Via Dolorosa and the Zion to Jaffa Gate route, among others.



www.jerusalemmp3.com

More Boutique Hotel Rooms Opening in Tel Aviv

With the opening of the new 12-room Hotel Montefiore (36 Montefiore Street; 972-3-564-6100) later this spring, the unveiling of new boutique rooms at the Dan Tel Aviv (99 Hayarkon Street; 972-3-520-2525; www.danhotels.com) and the success of the Nina Café Suites Hotel (29 Shabazi Street; 972-52-508-4141; www.ninacafehotel.com) in the heart of Neve Tzedek, Tel Aviv is experiencing a boutique boom this year.



Tel Aviv to Launch Bike Rental Program

After the popular success of similar programs in Paris, Barcelona and other major cities throughout Europe, Tel Aviv is planning to launch a bicycle rental program, which will place nearly 2,000 bikes for rent in 100 stations around the city. Rentals will be available for one-time use or by yearly subscription, and payable by credit card.

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PRESS RELEASE

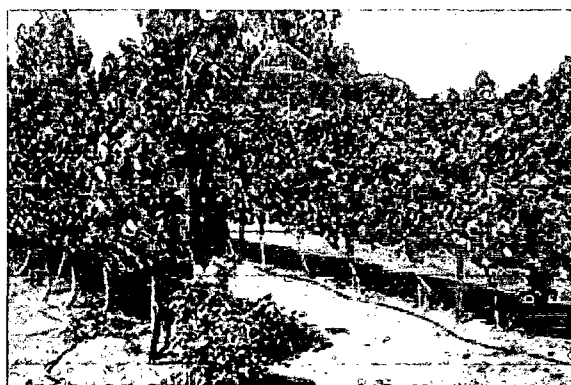
"IN THE VALLEY OF ELAH" NOT JUST A MOVIE, BUT A TOUR OF ISRAEL

New York - March 12, 2008: Forty-five minutes southwest of Jerusalem, visitors to Israel can experience one of the country's most tightly held secrets: the Valley of Elah. The recent Oscar-nominated movie, "In the Valley of Elah," starring Tommy Lee Jones and Charlize Theron, may have done more for its name recognition than David's epic battle against Goliath which raged here, but this region, flanked by the gently rolling hills of Judea, still remains one of the Holy Land's less frequented gems.

Minutes after exiting Highway 1 linking Israel's two major cities of Jerusalem and Tel Aviv, the verdant approach to the Valley of Elah gives way to secluded monasteries and vineyards where Israelis and more and more travelers come to sample the rising stars in Israeli wines. The region surrounding the Valley of Elah is one of the hotspots of Israeli viniculture. Wine exports from the country have doubled since 2001 with France the number two importer of Israeli wine after the United States.

The Top 10 of Israeli Wines

Near the gates of the Dir a-Rafat Monastery, wine fans come to taste the Moni Winery's signature Estate Reserve. This family-run operation established in 2001 and perched high above kibbutz Tzora and the larger Efrat Winery produces upwards of 40,000 bottles annually. More boutique wineries pepper the valley and *Rogov's 2008 Guide to Israeli Wines* ranks Ella Valley, at Kibbutz Nativ HaLamed Heh, in the top 10 of Israel's wineries. Tours here include demonstrations of the latest in winemaking technology as well as how some methods from antiquity are still practiced today.



Vineyard in the Valley of Elah.

Meteorological Monks and Hand-Painted Pottery

Nearby, down a gently winding road, Israel's first meteorological station still functions and is maintained by monks within the confines of the Beit Jamal Monastery. During visiting hours, visitors

admire the remains of a mosaic from a 5th-century Byzantine church that occupied the site until the Persian invasion of 614. A more modern structure erected by Salesian monks in the 1800's stands

today, as well as a second church for the 32 Sisters of Bethlehem, who are sworn to a vow of silence. This idyllic setting is often the venue for concerts and a favorite pit stop for cyclists. Even when there are no performances, the nuns wordlessly sell charming, hand-painted pottery.



Inside the Columbarium in the Beit Guvrin caves.

Rustic Cookery and Idyllic Scenery where David Slew Goliath

Visitors to the Valley of Elah in spring are greeted by a carpet of red anemones and multicolored lupins. Hiking amongst the remains of ancient towns like Azeka and King Hezekiah's Sokho help conjure up the epic biblical battle between David and Goliath, which the Bible tells us took place here. Centuries later, Arab armies surged up the valley to conquer Jerusalem.

Ancient wine presses dot the ruins, attesting to the valley's winemaking importance over the millennia. In summer, hikers and bikers bask in the shade of forested Britannia Park and along the banks of Nahal Sorek, one of Israel's longest watercourses. When it's time to eat, a plethora of charming country restaurants serve up an array of culinary treats. One such spot, Pa'amon, is nestled among the vines of a local vineyard and offers a selection of local wines and rustic cooking. A little farther afield, off one of the back roads, Jerusalemites come for a traditional Saturday afternoon *Cholent* (from the French "chaud, lent," referring to its overnight recipe) at the pastoral Bar BaHar restaurant near Moshav Bar Giora. Tucked away in the Eshtaol Forest, Tavlin's menu uses herbs and spices native to the area and

specializes in locally produced cheeses, and yet more boutique wines. A fragrant spice market is attached.

Carved Out by Hand: The Underground City of Beit Guvrin

At the southern end of Route 38, which leads from the main Jerusalem-Tel Aviv highway to the Valley of Ellah, stands the biblical town and now national park of Beit Guvrin. Originally a Jewish settlement dating back at least 3,000 years, the sprawling city over time became home to Byzantine Christians and later Muslims. Impressive bell-shaped caves and underground chambers were hollowed by hand out of the soft chalk creating an entire underground city. In the park, which stretches over one thousand acres, visitors clamber through the subterranean *columbaria* where carrier pigeons were raised, and see mosaics, ancient churches and Byzantine tombs. During Chanukah, Beit Guvrin's caves serve as a popular candle-lit venue for concerts.

Accommodation

The Valley of Elah is an easy day trip from either Jerusalem or Tel Aviv - less than 45 minutes from either. Those wishing to sleep over can choose from an assortment of bed and breakfasts and even monasteries, and at Neve Shalom-Wahat A-Salam, a Jewish-Christian-Muslim community established by a Jewish-born Dominican monk from Egypt, there is a comfortable guesthouse. Pink Floyd bassist Roger Waters played here in 2006; fans clambering to catch a glimpse of him caused one of the worst traffic jams in Israel's history.

Further information:

<http://www.touryoav.org.il/english.pdf>

For additional information on Israel, visit: www.goisrael.com.

Media contacts:

Mark Liebermann at WEILL

E-mail: mliebermann@geoffreyweill.com

Tel: 1-866-PR-WEILL

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PRESS RELEASE

AMERICAN TV STAR WENTWORTH MILLER TOURS ISRAEL

New York - March 19, 2008: Popular American TV actor Wentworth Miller, star of the hit show, *Prison Break*, visited Israel last week, as a guest of YES satellite network, which broadcasts the show in Israel.

The British-born actor greeted the Israeli media in Hebrew at a press conference in Tel Aviv, explaining his affinity for Israel, which Miller credited partly to his mixed Jewish and Syrian heritage. In his second visit to Israel -- his first was in 1994 as a member of the Princeton University choir -- Miller went on to visit the Galilee, the Dead Sea and Masada. "This country is so interesting," said Miller, "and it would demand one's entire life to be really comprehend it-but I will do my best over [my short time here]."

For more on Wentworth Miller's tour of Israel, visit:
<http://video.aol.com/video-detail/wentworth-miller-interview-israel-tv/544541886>

For more information on visiting Israel, go to: www.goisrael.com.

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E-mail: mliebermann@geoffreyweill.com
Tel: 1-866-PR-WEILL

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E-mail: gailbarzilay@imot.org
Tel: (212) 499-5647



Wentworth Miller at Yad Vashem, Israel's Memorial Museum of the Holocaust.

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PRESS RELEASE

TOURISM TO ISRAEL SOARING AS 60TH -ANNIVERSARY YEAR BEGINS

New York - March 19, 2008: Tourism to Israel in the first two months of 2008 rose a whopping 51% over the first two months of 2007, according to Arie Sommer, Israel Tourism Commissioner for North and South America. The first two months of 2008 were 34% up over the same months of 2006.

"This is very encouraging," observed Sommer, "especially as 2007 was the best year ever for American tourism to Israel." Some 3 million visitors are expected to visit Israel in 2008; Israel will mark its 60th anniversary on May 8.

For more information on travel to Israel, visit www.goisrael.com.

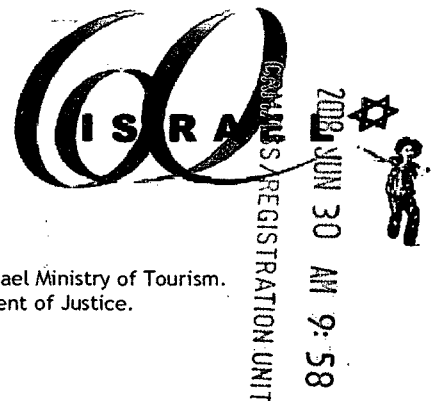
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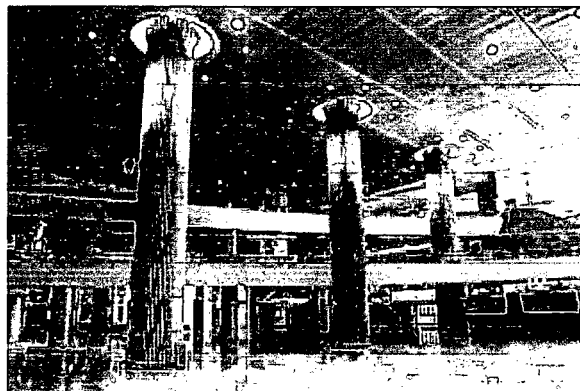
ISRAEL'S BEN GURION AIRPORT RATED "BEST IN MIDDLE EAST"

New York - March 24, 2008: Tel Aviv's Ben Gurion International Airport has been judged "best airport in the Middle East" and the "world's second best airport" that handles 5-15 million passengers a year, says Arie Sommer, Israel Tourism Commissioner for North and South America. The survey was conducted by the Geneva-based Airports Council International (ACI) whose Airport Service Quality Survey is based on the results from nearly 200,000 questionnaires completed by passengers in 2007. The survey captures the passenger's immediate appraisal of 34 airport service factors, from check-in through to departure at the gate.

The new Ben Gurion International Airport was inaugurated in 2003 and instead of being the customary construction of glass and steel has a unique design that emphasizes the cream and gold of Jerusalem limestone. "Passing through Ben Gurion Airport, whether arriving or departing," observed Sommer, "is an elegant and uplifting experience." The airport was designed to make security part of the process - rather than the addition of tables and x-ray machines in an existing space. For passengers, the most dramatic elements are the long moving floor ramps that transport departing and arriving passengers past each other, the displays of ancient mosaics discovered during the terminal's construction, and the vast circular departure lounge whose central fountain is surrounded by Le Corbusier club chairs.

The best large airport in the world, according to the survey, is Hong Kong, with Dallas-Fort Worth judged the best in the United States. Placed 2nd, 3rd and 4th in the Middle East were the airports of Doha (Qatar), Abu Dhabi and Muscat (Oman). Full details of the survey may be found [here](#).

Ben Gurion International Airport is served by more than 70 airlines, with as many as 130 weekly nonstop flights connecting North America to Israel and vice versa - on Air Canada, Continental, Delta, El Al and Israir.



For more information on travel to Israel, visit www.goisrael.com.

Media contacts:

Mark Liebermann at WEILL

E-mail: mliebermann@geoffreyweill.com

Tel: 1-866-PR-WEILL

Gail Barzilay at the Israel Ministry of Tourism

E-mail: gailbarzilay@imot.org

Tel: (212) 499-5647

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In This Issue

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Rural Tourism in Israel Growing
By 5% Per Year

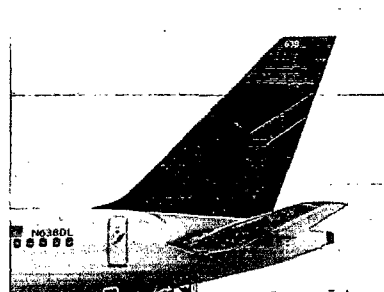
Open-House Tours of Rarely Seen
Buildings Return to Tel Aviv

Israel To Award "Green Standard"
To Eco-Friendly Hotels



More International Airlines Launch New Daily Flights to Tel Aviv

Following the launch of Delta Airlines' March 2008 launch of new daily flights to Tel Aviv's Ben Gurion Airport from New York JFK, several international airlines have debuted new daily flights to Israel. British Midland (www.flybmi.com) recently began daily flights between London's Heathrow and Tel Aviv's Ben Gurion airports, with connecting flights to the US and Canada on Star Alliance partner airlines. Czech Airlines (www.czechairlines.com) will also increase its summer service from Prague to Tel Aviv from seven flights per week (in 2007) to 11 flights (in summer 2008). And the Vatican's airline, Opera Romana, is expected to debut six weekly flights from Rome and Verona to Israel, two of which will fly to Ovda Airport in the southern city of Eilat.



The HolyPass Opens Doors to Travelers in Jerusalem's Old City

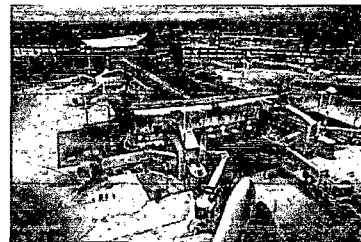
The millions of people who will visit Jerusalem's Old City this year can now save on admission to the city's most famous sites with the HolyPass. The new smart card provides access to two major sites—such as the City of David National Park, the Jerusalem Archaeological Park and the Burnt House of Kathros—in addition to three other Old City attractions, including the Ariel Center for Jerusalem in the First Temple Period, the Ramparts Walls, the Roman Plaza and Zedekiah's Cave. The HolyPass—which costs \$25 for adults, \$13 for children and is valid for one week—is available for purchase at tourist sites throughout the Old City, and at many Jerusalem hotels; travel agents can purchase group passes (valid for 10 people) through the HolyPass website.

www.holypass.co.il



Ben Gurion Voted Best Airport in the Middle East

In a recent worldwide survey conducted by the Geneva-based Airports Council International (ACI), Ben Gurion International Airport in Tel Aviv was voted best airport in the Middle East and the world's second best airport (among airports handling 5 to 15 million passengers per year). The new Ben Gurion International Airport, which was inaugurated in 2003 and is beautifully constructed of Jerusalem limestone, is served by more than 70 airlines, with as many as 130 weekly nonstop flights connecting North America and Israel.



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Rural Tourism in Israel Growing By 5% Per Year

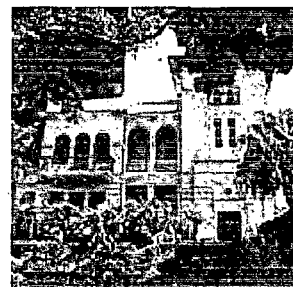
The number of rural guestrooms in Israel has grown to roughly 8,000 throughout the country, up from just 500 a decade ago. With increasing interest from travelers looking for off-the-beaten-path lodging, Israel offers a variety of rural lodging, from traditional *zimmerim* to Bedouin tents. Over the past year, the Ministry of Tourism allocated roughly \$1.1 million to 38 entrepreneurs in the northern part of Israel, to assist in the completion of 180 new rural guestrooms.

www.goisrael.com



Open-House Tours of Rarely Seen Buildings Return to Tel Aviv

Based on the success of last year's inaugural "Houses From Within" festival, the city of Tel Aviv will once again provide visitors the opportunity to tour select private residences and historical buildings, including Bauhaus relics normally not accessible to the public, May 16-17. The tours, which are free and open to the public, will provide entrée to 120 buildings, including the Peres Center for Peace, a renovated Bauhaus building in the middle of the Carmel Market and the homes of such architects as Menahem Cohen, Miki Ben Gan and Amir Navon.



www.batim-il.org



Israel To Award "Green Standard" To Eco-Friendly Hotels

In a joint effort to promote sustainable tourism in Israel, the Ministry of Tourism and the Ministry of the Environment will begin awarding a Green Standard to hotels in Israel that adhere to worldwide standards of "green building" practices. Hotels that take measures to reduce energy consumption, minimize the use of perishable materials and reduce their overall environmental impact will be recognized.

www.goisrael.com

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PRESS RELEASE

ISRAEL ANNOUNCES *BENJAMIN OF TUDELA* COMPETITION FOR 60th ANNIVERSARY "BEST TRAVEL WRITING ON ISRAEL"

New York - April 16, 2008: Israel's Ministry of Tourism is celebrating the country's 60th anniversary of independence with a competition to recognize the best travel article published on Israel in North America during the 60th anniversary year - May 1 through December 31, 2008. The grand prize is a repeat visit to Israel at the ministry's expense, as well as an elegant silver plaque featuring a medieval map of Israel. The five runners-up will receive books.

"We want to show our appreciation to those whose writings inspire visits to Israel," says Ariel Sommer, Israel Tourism Commissioner for North and South America.

The competition is named for "Benjamin of Tudela," a Spanish Jew who began a journey to the Land of Israel in 1165 and described his experiences in *The Itinerary of Benjamin of Tudela: Travels in the Middle Ages*. His journey took eight years -- he returned to Navarro in Spain in 1173 -- and took him not only to Israel but also through southern Europe, to Mesopotamia and to Egypt. His vivid descriptions of western Asia preceded those of Marco Polo by a hundred years.

Writers may enter on-line at www.goisrael.com/benjaminoftudela no later than February 28, 2009. Travel articles published in the United States and Canada are valid for entry and will be judged by a committee of experts, including Israel tourism industry representatives and North American travel editors. The Ministry of Tourism held a similar competition in 1998 to mark Israel's 50th birthday.

For additional information on Israel, visit: www.goisrael.com.

Media contacts:

Mark Liebermann at WEILL

E-mail: mliebermann@geoffreyweill.com

Tel: 1-866-PR-WEILL

Gail Barzilay at the Israel Ministry of Tourism

E-mail: gailbarzilay@imot.org

Tel: (212) 499-5647

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Jerry Adler at the Israel Government Tourist Office

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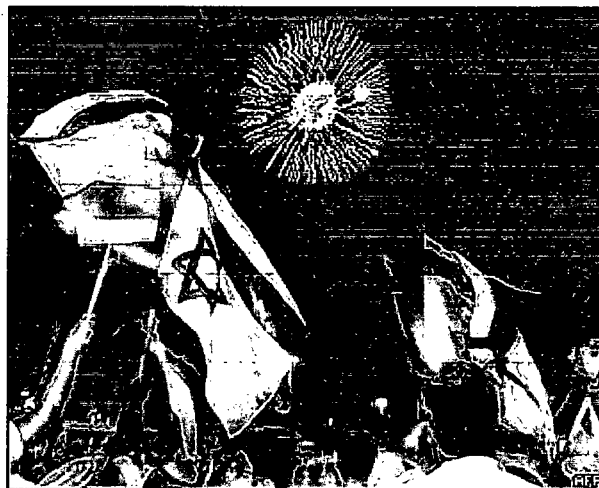
PRESS RELEASE

ISRAEL TO MARK 60TH ANNIVERSARY WITH "LIGHTING ISRAEL" FIREWORKS AND LASER SPECTACULARS IN EIGHT CITIES

New York - April 28, 2008: On Wednesday, May 7, the eve of the 60th anniversary of its rebirth in 1948, Israelis will celebrate with a countrywide series of firework, laser and light shows.

The 12-minute spectacles, which kick off at 10:30pm and will light up the skies above Jerusalem, Tel Aviv, Haifa, Ashdod, Netanya, Beersheba, Tiberias and Eilat, will feature elaborate fireworks, laser-light displays and celebratory music.

"In the past, major Independence Day events were usually held in just one or two cities," says Arie Sommer, Israel Tourism Commissioner for North and South America, "but this year the decision was made to expand the festivities, so that Israelis and tourists throughout the country can enjoy the spectacle."



In 2007, more Americans visited Israel than in any year in the nation's history, and for the first months of 2008, tourism is 51% up. "So it looks like the 60th anniversary year will be a bumper year for tourism," Sommer added.

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PRESS RELEASE

A SUMMER OF CONCERTS TO CELEBRATE ISRAEL'S 60TH

New York - May 7, 2008: This summer, Israel will be host to concerts by a series of world-renowned entertainers, many making their first visits to Israel on the occasion of its 60th anniversary.

On June 17, Chris Cornell, former lead singer of the seminal 90s grunge rock band Soundgarden, will play a solo show at HaYarkon Park in Tel Aviv for the first time.

And in another throwback to the alternative 90s, Dinosaur Jr. will rock Tel Aviv's Zappa Club on June 9 and 10, the last stop on a European tour.



The legendary rock band, Blondie, led by Deborah Harry, will kick off the European leg of its 30th anniversary tour with a July 3rd concert at Raanana Park Amphitheater, outside of Tel Aviv.

On July 29, new wave rocker Morrissey takes "The Morrissey Greatest Hits Tour" to the Heatwave Festival at HaYarkon Park in Tel Aviv, making his first-ever stop in Israel after years of rumored planned concerts there. In an online video announcement of the gig, the former lead singer of The Smiths even appeared with the word "Israel" tattooed in Hebrew on his forearm.

On July 31, pop star Bjork will bring her 10-woman Icelandic band to a Tel Aviv venue yet to be announced. The performance will mark Bjork's first trip to Israel in nearly 12 years.

And in a nod to Israel's 60th anniversary, three 60s-era pop bands -- Herman's Hermits, Marmalade and The Animals -- will perform together on June 9 at the Afula Amphitheater.

Tickets to all events can be purchased by calling Castel Tickets at 011-972-3-604-5000.

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PRESS RELEASE

JERUSALEM LIGHT RAIL SET TO EASE CITY ACCESS FOR RESIDENTS AND VISITORS

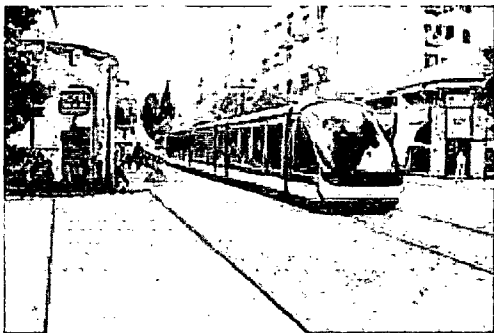
City Studying Pedestrianizing the Old City

New York - May 7, 2008: If you want to know why Jerusalem so desperately requires a mass transit makeover, say the builders of the city's new light rail transit (LRT) system, all you need to do is "stand at the corner of Jaffa Road and King George Street at 5PM on a weekday."

Jerusalem is not only Israel's capital, but also its largest city, with a population of 800,000. The first Jerusalem streetcars were proposed by Theodor Herzl, visionary of the modern State of Israel on a visit to the city in 1898. Twelve years later, Palestine's Ottoman rulers initiated a tender for the project, for it only to be canceled with the outbreak of World War I.

BETTER LATE THAN NEVER

"Nearly a century late," says Arie Sommer, Israel's Tourism Commissioner for North and South America, "the first train is expected to make its maiden voyage along the 13.8-kilometer Pisgat Ze'ev-Mt. Herzl line by late 2009. The Old City, downtown and Yad Vashem will be the first tourist-frequented sites to benefit.



link to Tel Aviv.

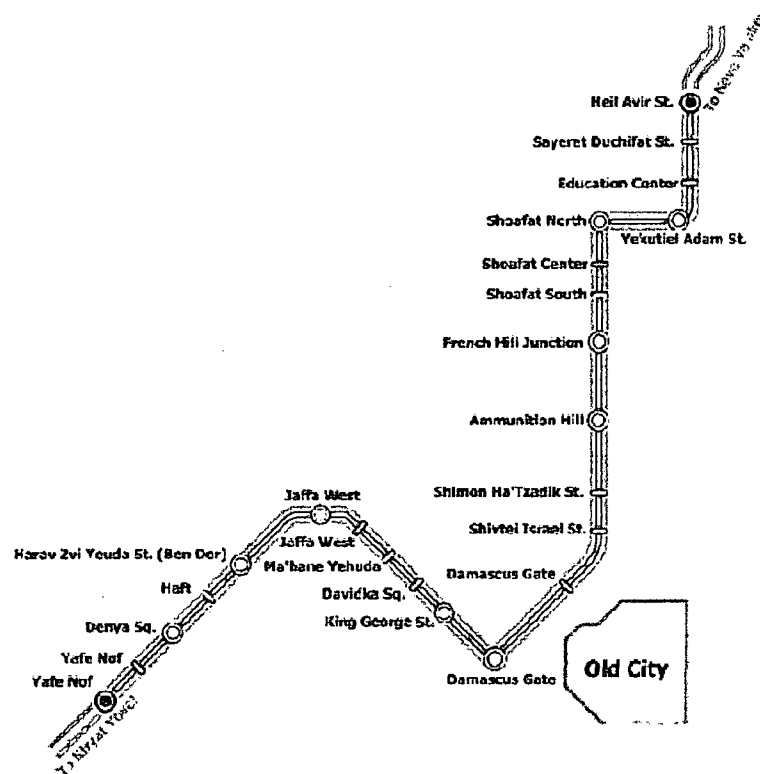
Ultimately, a total of eight clean, efficient, electric-powered light rail transit lines will whisk Jerusalemites and tourists from the Pisgat Ze'ev suburb in the North to the Malha mall at the city's southern reaches. Convenient stops served by equally-as-efficient feeder buses will serve the Old City's Damascus Gate as well as downtown's Mahane and Ben Yehuda shopping districts. Jaffa Street, today a major artery for city buses, will be transformed into the city's third pedestrian mall; businesses will be invigorated and pollution reduced, according to LRT planners. An additional line will be the much-anticipated high-speed rail

Work on the Jerusalem terminus for this service has shifted into high gear. Although unfinished, the rapid transport system has already made its mark on the Jerusalem landscape with an imposing suspension bridge that now greets visitors as they enter the city. The towering white structure designed by Spanish architect Santiago Calatrava and spanning Weizmann Boulevard, will allow trains

unhindered access to the permanently frenetic central bus station. *Gesher HaMeytarim* has quickly become the capital's latest landmark, particularly when illuminated at night, its looming 386-foot spire visible from far and wide.

Since 2007, public transport and taxi-only lanes have begun to turn the tide in favor of bus riders and those who prefer to cab it, particularly between the lively German Colony and downtown shops and restaurants, where parking is increasingly limited. In future, cyclists and pedestrians will also reap the benefits of the system say its planners, as cycling lanes and sidewalks are to be "integral" components of Jerusalem's new public transportation landscape.

Stations Along The First LRT Alignment



PEDESTRIANIZING THE OLD CITY

The square-mile Old City of Jerusalem is the chief attraction for visitors to Jerusalem, with its holy places of Judaism, Christianity and Islam. While most of the Old City is narrow lanes, there are some vehicle routes, used primarily by Old City residents. Israel's Ministries of Tourism and Transportation are currently working on feasibility studies on making the entire ancient walled town a pedestrians-only zone. "Obviously," says Sommer, "we want to do everything to make the city more attractive and accessible for tourists, but the Old City of Jerusalem is a neighborhood where people live too, so we need to study how other ancient towns in Europe - such as Dubrovnik, Carcassonne and Venice - have achieved the right balance for both residents and visitors."

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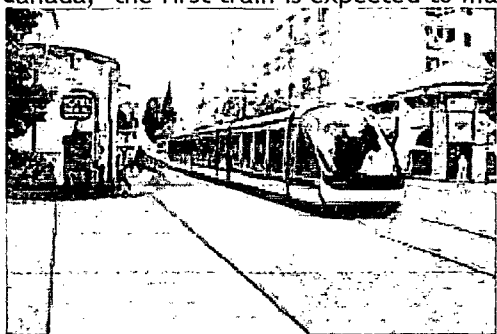
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Jerry Adler, Manager - Marketing & PR
Israel Government Tourist Office
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PRESS RELEASE

A SUMMER OF CONCERTS TO CELEBRATE ISRAEL'S 60TH

Toronto - May 12, 2008: Toronto celebrated Israel's 60th Anniversary on May 8th at the Ricoh Coliseum; Master of Ceremonies was film producer Ivan Reitman.

The event was attended by over 7,000 enthusiastic members of Toronto's Jewish community and other well-wishers including dignitaries representing Canada's Federal and Provincial governments. The Right Honourable Mr. Stephen Harper, Prime Minister of Canada, made a special appearance and addressed the audience proclaiming his governments continued support of Israel.

Entertainment included the visiting Israel Defence Forces Ensemble, dancers from the Israel Ballet and head-liner Israeli Hip-Hop sensations Hadag Nachash who brought everyone to their feet.



Blondie

"It was a very exciting evening. Celebrations in Israel will continue throughout 2008" commented Oded Grofman, Consul-Tourism, and Director for Canada- Israel Government Tourist Office. "Canadian visitors to Israel will be able to partake in many planned activities, celebrations and other festivals throughout the year."

This summer Israel will be host to concerts by a series of world-renowned entertainers, many making their first visits to Israel on the occasion of its 60th anniversary, including:

- Chris Cornell, former lead singer of the seminal 90s grunge rock band Soundgarden, will play a solo show at HaYarkon Park in Tel Aviv for the first time. And in another throwback to the alternative 90s, Dinosaur Jr. will rock Tel Aviv's Zappa Club on June 9 and 10, the last stop on a European tour.
- Blondie, led by Deborah Harry, will kick off the European leg of its 30th anniversary tour with a July 3rd concert at Raanana Park Amphitheater, outside of Tel Aviv.
- Morrissey takes "The Morrissey Greatest Hits Tour" to the Heatwave Festival, July 29 at HaYarkon Park in Tel Aviv, making his first-ever stop in Israel after years of rumoured planned concerts there. In an online video announcement of the gig, the former lead singer of The Smiths even appeared with the word "Israel" tattooed in Hebrew on his forearm.
- Bjork will bring her 10-woman Icelandic band to a Tel Aviv July 31 venue yet to be announced. The performance will mark Bjork's first trip to Israel in nearly 12 years.
- Herman's Hermits, Marmalade and The Animals -- will perform together on June 9 at the Afula Amphitheater.

Tickets to all events can be purchased by calling Castel Tickets at 011-972-3-604-5000.

For additional information on Israel, visit: www.goisrael.ca.

Media contacts:

Paula Franklin at WEILL

E-mail: pfranklin@geoffreyweill.com

Tel: 1-866-PR-WEILL

Jerry Adler, Manager - Marketing & PR

Israel Government Tourist Office

E-mail: info@igto.ca

Tel: (416) 964-3784, ext. 24

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New York • Director: Michal Itzik • 212-499-5650

Atlanta • Director: Joe Diaz • 404 541 2770

Chicago • Director: Uri Steinberg • 312 803 7080

Los Angeles • Director: Rami Levi • 323-658-7463

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PRESS RELEASE

THE PRESIDENT AND FIRST LADY GO TOURING



President Bush and Prime Minister Olmert listen to their guide as they ride the cable car to the top of Masada.



Clockwise from center: President Bush, Prime Minister Olmert, Laura Bush and Aliza Olmert amid the excavations atop Masada.



Left to right: Laura Bush, Aliza Olmert, President Bush and Prime Minister Olmert climbing to the summit of the mesa of Masada.



President Bush and Prime Minister Olmert atop Masada.

New York - May 21, 2008: It's not often the President of the United States gets to play tourist. But in Israel this month to celebrate the state's 60th anniversary, U.S. President George W. Bush and the First Lady toured Masada, accompanied by Israeli Prime Minister Ehud Olmert and Mrs Aliza Olmert.

Located adjacent to the Dead Sea, the mountain of Masada achieved immortality in the year 73. After resisting the Romans' three-year siege, 960 Jewish refugees from the Roman destruction of Jerusalem chose to take their own lives rather than become slaves. The mountaintop was excavated in 1964 with help from volunteers from six continents, and much evidence was found to confirm the details of the Masada epic as reported by the 1st-century Roman historian, Josephus Flavius.

While some visitors still climb the mountain on foot, most tourists take the high-speed cable-cars to the summit. Masada is Israel's most visited site after the Western Wall in Jerusalem.

For additional information on Israel, visit: www.goisrael.com.

Media contacts:

Mark Liebermann at WEILL

E-mail: mliebermann@geoffreyweill.com

Tel: 1-866-PR-WEILL

Gail Barzilay at the Israel Ministry of Tourism

E-mail: gailbarzilay@imot.org

Tel: (212) 499-5647

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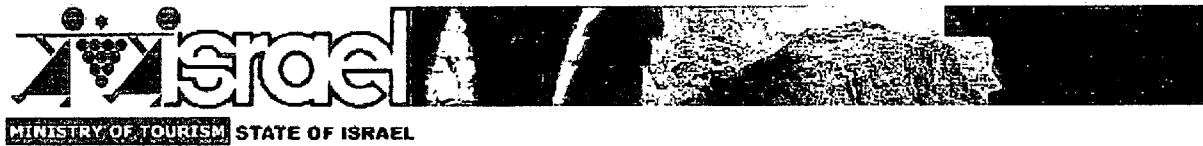
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PRESS RELEASE

ISRAEL TOURISM UP 43% JANUARY-APRIL 2008

2007 WAS BEST YEAR EVER FOR U.S. TOURISM TO ISRAEL

New York - May 22, 2008: 43% more tourists visited Israel in the first four months of 2008 than in the same period of 2007. "This is an extraordinarily encouraging result," says Arie Sommer, Israel Tourism Commissioner North and South America, "particularly coming on top of 2007, the best year for U.S. tourism to Israel in our 60-year history."

"This adds urgency to the need for additional hotels and flights," observed Shaul Tzemach, Director-General of Israel's Ministry of Tourism, "especially if we are going to meet our goal of hosting 5 million tourists a year by 2012."

In addition to the dozens of Israeli-owned hotels, and the many U.S.- and European-based hotel groups with properties in Israel, the Hilton Corporation recently announced it is reopening Jerusalem's 80-year old Palace Hotel in 2010, as a member of the group's prestigious Waldorf=Astoria Hotel Collection. "Also," added Sommer, "Actor Robert de Niro will be opening the first non-U.S. Nobu Hotel in the Mediterranean resort of Herzliya in 2009."

Currently, some 70 airlines operate regular scheduled flights to Tel Aviv's Ben Gurion International Airport, with five airlines operating as many as 20 nonstop flights a day between North America and Israel and vice-versa.

For additional information on Israel, visit: www.goisrael.com.

Media contacts:

Mark Liebermann at WEILL

E-mail: mliebermann@geoffreyweill.com

Tel: 1-866-PR-WEILL

Gail Barzilay at the Israel Ministry of Tourism

E-mail: gailbarzilay@imot.org

Tel: (212) 499-5647

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